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WHAT IS CLAIMED IS:

1. A method of forming an arc tube optimized for use in a vertical orientation, said method comprising steps of:
 - a) forming a light transmissive body having an open first end and an open second end;
 - b) inserting a first lead assembly into said body at said first end;
 - c) pinch forming a first surface of rotation on said first end of said body;
 - d) inserting a second lead assembly into said body at said second end; and,
 - e) pinch forming a second surface of rotation different from said first surface of rotation on said second end of said body.
2. A method according to claim 1 further comprising steps of sealing said first lead assembly on said first end of said body and sealing said second lead assembly on said second end of said body.
3. A method according to claim 2, wherein one of said step of sealing said first lead assembly is performed simultaneously with step c) and said step of sealing said second lead assembly is performed simultaneously with step e).
4. A method according to claim 2, wherein each of said seals are formed outwardly of respective ones of said first and second surfaces of rotation.
5. A method according to claim 1, wherein said first surface of rotation in step c) is one of an ellipsoid and a cone.
6. A method according to claim 5 wherein said second surface of rotation in step g) is the other of said ellipsoid and said cone.

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7. A method according to claim 6 further comprising a step of applying a reflective end coating along said end of said body having said cone.

8. A method according to claim 1 further comprising steps of substantially evacuating said quartz cylinder and inserting a quantity of dosing ingredients into said substantially evacuated cylinder after step e).

9. A method according to claim 1 further comprising a step of inserting a third lead assembly prior to step e).

10. A method according to claim 9, wherein said step of inserting a third lead assembly is performed simultaneously with one of steps b) and d).

11. An arc lamp formed according to a method of claim 1.

12. An arc lamp comprising:
a light transmissive body having a first end and a second end;
a first lead assembly disposed along said first end and a second lead assembly disposed along said second end; and,
a first surface of rotation formed on said first end and a second surface of rotation formed on said second end that is different from said first surface of rotation;
at least one of said first surface of rotation and said second surface of rotation being formed by pinching said body at a respective one of said first and second ends.

13. An arc lamp according to claim 12, wherein said first surface of rotation is one of an ellipsoid and a cone.

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14. An arc lamp according to claim 13, wherein said second surface of rotation is the other of said ellipsoid and said cone.

15. An arc lamp according to claim 14, wherein said cone has an included angle of from about 30° to about 90°.

16. An arc lamp according to claim 14, wherein said ellipsoid is approximately hemispherical.

17. An arc lamp optimized for use in a vertical orientation comprising:
a light transmissive body having an upper use end, a lower use end and an axis extending centrally along said body between said upper and lower use ends;
an upper lead assembly disposed along said upper use end and having an upper electrode tip;
a lower lead assembly disposed along said lower use end and having a lower electrode tip; and,
a first surface of rotation pinch formed on said upper use end and a second surface of rotation pinch formed on said lower use end that is different from said first surface of rotation;
said arc lamp having a thermal profile measured along said axis from about said upper electrode tip to about said lower electrode tip, and said thermal profile having a maximum thermal value, a minimum thermal value and an average thermal value for said thermal profile;
said minimum and maximum thermal values being within about 35°C - 50 °C of said average thermal value.

18. An arc lamp according to claim 17, wherein said arc lamp is configured to operate at a wattage of from about 350W to about 370W.

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19. An arc lamp according to claim 18, wherein at said wattage said minimum and maximum thermal values are within about 35°C of said average thermal value.

20. An arc lamp according to claim 17, wherein said arc lamp is configured to operate at a wattage of from about 390W to about 610W.

21. An arc lamp according to claim 20, wherein at said wattage said minimum and maximum thermal values are within about 50°C of said average thermal value.